

CEP

NEWS

THEME Northern Harbour

Ekdahls Åkeri aims for growth

Rail freight in focus for TX Logistik

Unifeeder – biggest in Europe

NEWS FROM COPENHAGEN MALMÖ PORT ● No 3 2011



CEP

COPENHAGEN MALMÖ PORT

His mission – to increase sales

Claus Elleman-Jensen is new Chief Commercial Director with a clear mission – to bring in new, profitable customers to CMP. **Page 3**

Service-minded and friendly

Each season DMC helps thousands of cruise passengers find their way in a friendly and professional manner. **Page 4**

Northern Harbour lifts CMP

With its three new goods terminals, Malmö's Northern Harbour will provide a big boost to CMP. **Page 5**

Haulage entrepreneurs

Ekdahls Åkeri, Sweden's largest privately owned haulier, is driven by personal commitment and is working towards an important goal – long-term, balanced growth. **Page 6**

Room for expansion

TX Logistik sees major benefits in the move to the Northern Harbour, not least in the opportunities for growth that it offers. **Page 7**

Inauguration of the Northern Harbour

On September 7th the Northern Harbour was inaugurated by Ilmar Reepalu with much pomp and circumstance. **Page 8**

Unifeeder steps up the pace

They are already the biggest in Europe, but Unifeeder intends to further step up the pace. And the Northern Harbour will help it to grow. **Page 10**

New industrial estate in Northern Harbour

After the expansion of the port it is now time for the next stage in the development of the Northern Harbour. Over the next few years an entirely new industrial estate will be established in Malmö. **Page 11**

Open harbour drew large crowds

The invitation to visit Malmö's Northern Harbour in early September attracted strong interest from local residents. **Page 12**

DFDS plays for high stakes

DFDS Seaways expands its entertainment offering with new onboard casinos. **Page 14**

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Team leader and RoRo veteran. **Page 16**

A new chapter in our history

THE NORTHERN HARBOUR IN MALMÖ is the obvious theme for this edition of CMP News. After two years of intensive construction, the new port was inaugurated in early September, although the first freight traffic actually began in May when Nordö started to sail to the new port with its RoRo ferries. At the end of September the last phase was completed as our container traffic was transferred to the new terminal.

I AM PROUD THAT EVERYTHING has gone well and look forward to the boost that the new terminals will give us. I am also happy to see that CMP has so many loyal customers and partners, which has eased the complex task of transferring our operations to the Northern Harbour. Now we will have a chance to grow and develop together with these companies. A few of them are presented in this edition of CMP News. I am thinking of Unifeeder, TX Logistik and Ekdahls Åkeri, which has its own lorry terminal within easy distance of the Northern Harbour.

THERE CAN BE NO MISTAKING the enthusiasm which has greeted the new port. During the course of the three-day inauguration in September some 2,500 people visited the area to learn about what goes on here. There was strong interest from the people of Malmö, which is encouraging, as the link to the city and its inhabitants is important for us. I would also like to stress that there will be further investments in this part of Malmö in the future. Over the next few years the City of Malmö will be building an entirely new industrial estate in the Northern Harbour, which will create interesting opportunities for us. You can read more about this exciting project for the future in this edition of the magazine.

WE WILL ALSO BE INTRODUCING you to Claus Ellemann-Jensen, who has overall responsibility for CMP's sales and marketing activities as well as for Port and Terminal Operations. Claus has a long and extensive international experience, particularly in container traffic, and will become a key player in the growth that CMP is now aiming for in Copenhagen and Malmö.

Enjoy the read!

Johan Röstin, CEO of CMP

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PHOTO: DENNIS ROSENFELDT

“We will be focusing on flexibility and creativity”

“CMP needs to become more extroverted. We need to reach out to the customers rather than wait for them to come to us, and that’s my task,” Claus Elleman-Jensen says.

Claus Elleman-Jensen has been appointed new Chief Commercial Director and Chief Operations Officer PTO (Port and Terminal Operations) at CMP. Armed with 25 years' experience in container traffic, his task will be to bring in new customers and new business to CMP.

AFTER A 25-YEAR CAREER in the world's largest container shipping companies, Claus Elleman-Jensen now sits on the other side of the table, where, as Chief Commercial Director, he will be negotiating with the shippers on behalf of CMP.

“Previously I was the customer, now I will be selling to the customers. The market is highly competitive and the customers know what they want – the best service at the best price, and we need to sell ourselves on our expertise and service. Compared with the Eastern European ports, for instance, we are expensive, so if we are to compete in the regional markets we need to be extremely competent, so that customers get what they pay for.”

Claus Elleman-Jensen worked at Maersk for almost 20 years and then at French-Lebanese CMA CGM, the world's third largest container shipping company. The French-speaking world runs like a red thread through his career, which has included senior positions in France, Ivory Coast, Benin and Tunisia among other countries.

“When I was young I travelled to Marseilles, where I was a dock worker for a period. That’s where my career in the shipping world began. Then I was a soldier in Greenland, where I got my fork lift license and unloaded the ships bringing food and drink, and after that I was an apprentice at A.P. Møller.”

“CMP is a well functioning company and has a good reputation, but we need to become more extroverted. We need to reach out to the cus-

tomers rather than wait for them to come to us, and my task as Chief Commercial Director will be to bring in new, profitable business for CMP. We are based in a region that is growing at a healthy pace, especially in Russia, the Baltic States and Poland, where volumes are growing at double-digit rates. That’s the growth that we need to be a part of. Sweden is growing rapidly, but not Denmark.”

“Flexibility and creativity are values that we need to put a stronger emphasis on at CMP, internally as well as externally. We need to be open to ideas on how we can improve our product. We have an open-door policy in the organisation, and we need to share our successes and best practice with each other – and our mistakes too.”

Claus Elleman-Jensen will be spending half his time in Malmö and will be actively involved in the effort to build bridges between the Danish and Swedish offices. Cultural differences are found everywhere in the world, including here.

Over the course of 25 years Claus Elleman-Jensen has lived and worked abroad for 18 years, the last ten years in one stretch. So returning to Denmark will take a bit of getting used to. But his wife and two children will remain in Marseille for the time being.

“We are expecting twins, so the family will be moving north after they have been born, and when spring is approaching. This will also give me an opportunity to focus on my job, although it’s a big sacrifice to be away from the family.”



PHOTO: DENNIS ROSENFELDT

Onshore logistics is

Lene Gaard and her colleagues, assistants and guides are on their toes from May to September.

half the cruise

Logistics and service need to be top-notch when the cruise ships arrive at CMP. One of the agents working to ensure that everything runs smoothly is Destination Management Copenhagen.

CRUISES ARE AN INDUSTRY where everything has to work like clockwork, accurately and reliably, and there is fierce competition among carriers for the passengers' custom and money. For that reason, it's also a market where the suppliers have to live up to high standards to win the contracts.

One of the most experienced suppliers in Copenhagen is DMC, Destination Management Copenhagen, the incoming agent for several of the shipping lines that call at Copenhagen and other ports in Denmark.

"We are the agent for 15 cruise lines, for which we arrange everything that takes place on land: check-in and transfers between the ship and the airport or hotel, or if it's a turnaround, sightseeing and other arrangements that have been planned together with the carriers, and advice to individual passengers," Lene Gaard, Executive Director of Operations at DMC, says.

"We always have a member of staff present when the ship arrives in port. They need to be able to make decisions on the fly if anything unexpected happens, and move on with plan B. When, for instance, we have turnarounds of Holland-America Line and Seabourn at the same time, there are 2,500 passengers disembarking who need to get to their hotels or to the airport, and 2,500 new passengers who need to get from the airport and check in on the ships, so we really need to be efficient."

THE 2011 SEASON IN COPENHAGEN has been good and busy, but the

weather has not been the best.

"Given the short time that passengers remain in town, it's a shame if events have to be cancelled because of the weather. Americans tend to complain if it rains while the English, for instance, are more relaxed."

Arrivals with German guests is a growing trend in Copenhagen. In only a few years, the Aida Cruises has gone from 20 to 52 arrivals, and it is becoming a challenge for DMC to provide enough German-speaking guides.

DMC WAS FOUNDED IN 1983. Lene Gaard was recruited in 1989 and has been a partner since 1993. You need a strong sense of service to be a cruise agent.

"This is no regular 9-to-5 job. During the season we operate continuously, seven days a week. When the season is over we start to plan and conclude contracts for the next season. The carriers are no longer as loyal as they used to be, so it's hard work," Lene Gaard says.

It's an industry which requires large numbers of staff. Outside the season there are 15 employees at DMC's office but during the season, from May to September, the company hires 200 students for the practical jobs on the quay and at the airport, and concludes agreements with 200 guides for excursions and sightseeing.

OUTSIDE COPENHAGEN, DMC had 38 arrivals this year in other parts of Denmark: Aalborg, Skagen, Århus, Rønne and Ærø. DMC also has offices in Sweden, Norway, Estonia and Chile.

The Northern Harbour

– a major boost for CMP

CMP's development of the Northern Harbour in Malmö will provide a major boost for the company. There's more space, the number of berths will increase and an Autogate has been installed. The transfer of container and cargo ship activities further away from the centre of town will also reduce the environmental impact for residents in the area.

"250,000 SQUARE METRES OF SPACE will be made available in this phase, but a further 350,000 square metres is available for future expansion of the production area. This means that we, in addition to space for growth, are in a better position to serve our customers effectively thanks to an optimal terminal arrangement," Johnny Høvring, Project Manager for Port and Terminal Operations at CMP, says.

Another benefit is that large ferries will save time, as the Northern Harbour is at the far western end of the port, unlike Frihamnen, which is much closer to the centre of town. Passenger traffic and lorries will thus be kept further away from town.

"The local authority has redesigned the road network to and from the Northern Harbour. It takes about five minutes for a car to get from the Northern Harbour to the outer ring road," Johnny Høvring says. However, the car ferry will continue to call at Frihamnen.

IN THE NORTHERN HARBOUR CMP has two RoRo berths where dock workers can operate from the main and car decks simultaneously. There is also a traditional RoRo berth.

"This gives us the capacity for further new routes. A ship can be loaded and unloaded in the shortest possible time, and it is entirely possible to have three ships in the port at the same time."

To further improve efficiency, an Autogate has been installed which scans all lorries upon entry and exit to the port.

"Our goal is to be able to keep the terminal running 24 hours a day for our trailer customers, if the demand is there – for lorries which collect and deposit trailers for ferries and trains," Johnny Høvring says.

YET THE IMPLEMENTATION OF THE AUTOGATE will have to take its time. It is important to ensure that CMP's staff as well as the lorry drivers gradually learn how the system works to ensure a smooth flow of traffic.



The Northern Harbour with the RoRo terminal in the foreground and the container terminal to the right.

"In the Northern Harbour we have also invested in an entirely new container crane. Just the crane is an investment of SEK 50 million."

When completed, the new crane will stand 84 metres tall. The old crane, which is 27 years old, will no longer be used.

"After a test period the crane operates. We will be handling several lifts an hour, cutting the time it takes to serve each shipping company. Previously, we could handle about 20 containers an hour. Now our goal is 25 to 30 an hour. Together with a mobile container crane, the new container terminal will be fully operational.

The Northern Harbour also has a waiting-room and check-in desks.

IN ALL, SOME SEK 900 MILLION has been invested in the expansion of the Northern Harbour. The figure refers only to the actual area. The project was co-funded by the City of Malmö and the EU. CMP leases the area from the City of Malmö.

"We have succeeded in bringing together different areas: combi, RoRo, and container operations. By doing so, we have reduced our environmental impact, cutting the number of machine hours and thus also emissions of carbon dioxides," Johnny Høvring says.

Looking to the future

Ekdahls Åkeri is Sweden's largest privately owned haulage firm. The company, which is led by brother-and-sister team Ralf and Ingela Ekdahl, has expanded rapidly over the last few years. Together, they are driving the company forward and believe in long-term, balanced growth.



PHOTO: JOHAN RAMBERG

Ralf and Ingela Ekdahl and Head of Sales Per-Olov Andersson. "The key factor for us is that there are good roads out to the Northern Harbour," Ralf Ekdahl says.

"**LORRIES HAVE ALWAYS BEEN MY THING,**" says Ralf Ekdahl, who has had a burning interest in cars and lorries since his childhood, when the company was run by his and Ingela's parents.

Ekdahls Åkeri was founded in 1965 in Skurup by Stig and Gunvor Ekdahl. Other than the owners, the company consisted of just three drivers at that time. Twenty years later the company had 10–15 vehicles and today that figure has risen to 230. Ekdahls has over 500 employees, a number that has doubled since 2007.

The key to success appears to lie in Ralf's entrepreneurial spirit and genuine interest in lorries. In 2010 he was named Entrepreneur of the Year in the haulage industry. Ingela, who is an economist, creates a good balance at his side.

"We are keen to ensure that we are accessible. It should always be possible to get hold of someone to speak to. We don't want our customers to end up at a call centre when they call us. Ekdahls consists of people who know their thing, who know how to load a lorry," Ralf says.

Head of Sales Per-Olov Andersson adds:

"We see ourselves as a partner, who works together with its customers to find the best possible transport and logistics solutions."

IN ADDITION TO THE HAULAGE OPERATION, which is the backbone of the company, storage and distribution are two growing areas. In Landskrona and Malmö the company has two logistics centres with a total capacity for 12,000 pallets.

Two thirds of Ekdahls' transports are made over distances of less than 150 km. Lorry is the obvious choice of transport, but with a strong environmental focus. All drivers are trained in eco-driving and all vehicles are replaced regularly to ensure that the company uses the greenest vehicles possible.

EKDAHLS WELCOMES CMP'S MOVE to the Northern Harbour, although as far as they are concerned they haven't yet noticed any major differences. They appreciate the short drive between their Malmö terminal in the Eastern Harbour and Finnlines' ships in the Northern Harbour.

"The key factors for us are that there are good roads to the Northern Harbour and that check-in and check-out is quick," Ralf Ekdahl concludes.

FACTS: Ekdahls Åkeri

Ekdahls Åkeri has 530 employees and a fleet of 230 vehicles (including 208 lorries). In 2010 the company had a turnover of SEK 544 million. Ekdahls has its own terminals in Malmö, Landskrona, Halmstad, Ljungby, Gothenburg, Eskilstuna, Vara, Borlänge and Skurup. The head office is of course located in Malmö.
www.ekdahlsakeri.se

TX Logistik grows in the Northern Harbour

In early May TX Logistik moved its combi traffic from Frihamnen to the Northern Harbour in Malmö. They see clear benefits in moving and are happy in the modern port, where there is space to develop the company's combi traffic, an area that has seen steady growth.

"IN THE NORTHERN HARBOUR WE CAN WORK more effectively than in Frihamnen, and there is room for growth. We can, for instance, place our two trains next two each other with no need for shunting. Another reason we wanted to move is to be close to Finnlines, as we receive a lot of goods arriving on their ships," Thomas Andersson, Managing Director of TX Logistik Sweden, says.

TX Logistik set up shop in Sweden in 2005 transporting timber in connection with a major storm, nicknamed Gudrun. Timber transports still account for about 70 per cent of the company's turnover. The growing combi traffic accounts for 20 per cent and car transports for the remaining 10 per cent.

From the Northern Harbour 36 trailers depart to Eskilstuna and 36 to Herne in Germany under TX Logistik's direction, five days a week. Moving an operation of this size requires both planning and patience. But Thomas Andersson is satisfied so far and thinks the benefits of the Northern Harbour clearly outweigh the adjustments necessitated by the move:

"Considering the size of the project, the teething problems have not been very significant. There is still scope for improvement as regards the autogate, and we have invested in another engine to assist our transports to Malmö's freight rail yard. Otherwise, things are going smoothly."

THOMAS ANDERSSON BELIEVES IN EXPANSION and new business opportunities. The company has grown at a rate of 20 per cent a year since it was set up and is hoping to continue to grow at the same pace. Armed with a modern, efficient fleet of vehicles and a team of highly trained staff, Thomas looks to the future with confidence.

"We are currently discussing new contracts with a number of customers and are hoping to be able to run more combi trains from the Northern Harbour in future. The future looks reasonably bright," he concludes.



PHOTO: JOHAN RAMBERG

Thomas Andersson, Managing Director of TX Logistik Sweden, is pleased with the company's move to the Northern Harbour. "We can operate more effectively here than in Frihamnen," he says.

FACTS: TX Logistik

TX Logistik is a German company which is 100 per cent owned by Trenitalia, the Italian government-owned rail operator. The company has 300 employees, including 32 in Sweden. Turnover in 2011 is expected to reach €150 million. TX Logistik Sweden was founded in 2005 and currently has 30 departures a week.
www.txlogistik.se



PHOTO: JOHAN RAMBERG

The inauguration of the Northern Harbour – a milestone for CMP

Some 300 people attended the inauguration of the Northern Harbour on September 7th. This major new investment is a milestone for Copenhagen Malmö Port (CMP), which is also celebrating its tenth anniversary.

From the left, CMP's CEO, Johan Röstin, talking with Mayor of Copenhagen Frank Jensen and the Chairman of Malmö's City Executive Board, Ilmar Reepalu.

"WE NOW HAVE THE SPACE to expand by another 500 per cent. So make sure it becomes a reality," Ilmar Reepalu, the Chairman of Malmö's City Executive Board, urged.

Before the opening ceremony a number of invited guests went on a tour of the harbour by boat. On board were, in addition to Ilmar Reepalu, the Mayor of Copenhagen, Frank Jensen, CMP's CEO, Johan Röstin, and the CEO of Skanska Sweden, Anders Danielsson. Johan Wester acted as Master of Ceremonies. With his usual humour, he guided the guests through speeches, bre-

athing performances by acrobats under the new container crane and finally the lunch.

IN HIS SPEECH ILMAR REEPALU expressed particular gratitude to the former Mayor of Copenhagen, Jens Karmner Mikkelsen, for his role in helping to establish the partnership in the port which eventually evolved into CMP.

"This is an example of how Europe can exist without borders," Ilmar Reepalu said.

Jens Kramer Mikkelsen's successor, Frank Jensen,



PHOTO: JOHAN RAMBERG

The Governor of Skåne, Göran Tunhammar, engaged in a lively discussion with Nils Yngvesson, a former municipal commissioner for Malmö, and Carsten Koch, Director of CMP and former Danish government minister.



PHOTO: JOHAN RAMBERG

Li Hai Chao and Per Lindén; Scandic Sourcing, Ge Qingcheng; General Office of Hebei Port Group Co., Ltd; Han Jian, Department of Investment and Development of Qinhuangdao Port Co., Ltd, Huang Jing; European Division, Foreign Affairs Office of People's Government of Hebei Province and Zhu Chaoyang; Board member of Hebei Port Group Co., Ltd



PHOTO: JOHAN RAMBERG

Inger Nilsson, the outgoing Town Manager in Malmö.



PHOTO: JOHAN RAMBERG

Antonio Raimo, Line Manager Nordö-Link



PHOTO: JOHAN RAMBERG

Aerialists Anna and Jimmy entertained the guests with a daring number hanging under the new container crane.



PHOTO: JOHAN RAMBERG

Hannah Blixt sang during the customer dinner on Thursday evening.



PHOTO: JOHAN RAMBERG

Nisse Hellberg and his band offered a rousing experience with several tunes from their new album.

addressed the same theme when he spoke about the ever stronger ties between Malmö and Copenhagen.

"Ilmar and I are completely agreed that we need to work together to strengthen the integration and expansion of the Northern Harbour, which is of key importance for the Öresund region. It is of no significance whether it happens in Malmö or Copenhagen, because it's good for the Öresund region, so it's good for Copenhagen," Frank Jensen stressed.

THE NORTHERN HARBOUR INVESTMENT is the biggest port investment in Sweden for several decades. The first step towards creating an efficient, sustainable 1.5 million square metre transport hub has now been completed.

The City of Malmö has invested SEK 1 billion in new port facilities and terminals. "In view of the increase in international goods traffic, new transport flows and Malmö's strategic location in the Baltic Sea region, the Northern Harbour investment is of immense importance," Johan Röstin, CMP's CEO, said.



PHOTO: JOHAN RAMBERG

“We will be able to get the ships through twice as fast”

Unifeeder is currently Europe's largest feeder operator. The company makes 14 calls a week at six Swedish ports and is very enthusiastic about CMP's new operation in Malmö's Northern Harbour.



PHOTO: UNIFEEDER

“I am an optimist and believe CMP stands a very good chance of capturing market share with the Northern Harbour,” Lars Rexius, Managing Director of Unifeeder Sweden, says.

“THE DIFFERENCE IS LIKE NIGHT AND DAY. The Northern Harbour opens up an entirely new world where we will be able to get our ships through almost twice as fast as before. The crane is new, and, together with the mobile container crane, the facilities are much better than in Frihamnen. I am hopeful that this will prove really, really good, and I believe Malmö will expand. I am impressed by what they have done,” Lars Rexius, Managing Director of Unifeeder Sweden says, although he adds a little disclaimer:

“So far there's been a lot of talk about what this new venture will mean. Now we want to see it being realised. Come September, the proof will be in the pudding. But I am an optimist and believe CMP stands a very good chance of capturing market share with the Northern Harbour.”

UNIFEEDER'S BUSINESS RESTS ON TWO LEGS: a feeder traffic operation in which Unifeeder acts as a subcontractor for the big ocean-going shipping lines and short-sea freight using the company's own 45 foot pallet wide containers.

“We cover 37 ports in 14 countries and can transport freight between all these points. We believe strongly in the EU's recommendation to shift as much freight as possible from roads to sea. We have over 40 ships and try to be flexible and optimise our operations so that the right ship is always doing the right job,” Lars Rexius says.

Looking to the future, Unifeeder has staked out a clear goal: to grow and become bigger. Container transports are generally growing, and Unifeeder wants to continue to expand in line with the transports. But Lars Rexius says Sweden needs to get better at showing off its assets:

“A lot of shipping companies are looking to consolidate so that they are not operating in too many ports. So you have to show that you are interesting. To increase imports and attract more empty containers, we in Sweden need to show what've got and make ourselves as interesting as possible,” he says.

FACTS: Unifeeder

Founded in 1977, Unifeeder is now represented in 37 ports across northern Europe. The head office is based in Århus in Denmark, and the company has had its own representatives in Sweden since the early 1990s. Unifeeder currently makes 14 calls at Swedish ports every week, at Gothenburg, Helsingborg, Malmö, Halmstad, Gävle and Stockholm. In Copenhagen Unifeeder makes 7 calls per week. In 2010 the company generated a turnover of 2.6 billion Danish kroner. www.unifeeder.com

New industrial estate planned for Northern Harbour

Next to CMP's facilities in Malmö's Northern Harbour an almost equally large industrial estate is set to grow. The new area will welcome companies operating in the manufacturing and transport industries for which the common denominator is that they enjoy concrete benefits from being located in port. That's the vision painted by the city authorities.



PHOTO: JOHAN RAMBERG

"For us a key concern is to ensure that the city grows in a way that is environmentally, ecologically and socio-economically sound," Håkan Thulin, Director of Exploitation at the City of Malmö, says.

"I IMAGINE THE AREA will appeal to businesses which receive goods via the ferries and then develop and add value to them before sending them on with other ferries – businesses that use the quays and terminal facilities to the greatest possible extent," Håkan Thulin, Director of Exploitation at the City of Malmö, says.

The area is about 550,000 square metres in size and plots are available in sizes from 10,000 square metres and up, with an average of 20,000–30,000 square metres.

"WORK IS CURRENTLY UNDERWAY on producing a detailed development plan for the area, which should be ready by year-end 2012. In 2013 we will draw up plans for streets and distribution systems and start work on the streets. The following year, 2014, the area is scheduled to open for the establishment of new businesses."

Håkan Thulin says the market has been aware of the development of the Northern Harbour for several years and many businesses, especially in the manufacturing and transport industries, have already shown an interest in the area.

"In South America and China, especially, there are countless companies that have yet to establish a presence in Europe. China is growing at a tremendous pace, and many businesses have now reached a critical knowledge mass and want to start selling their products in their own name. At the world expo in Shanghai last year we had about 15 meetings with companies that were interested in our region. Toyota's esta-

blishment in the port is a success story that we like to highlight."

"FOR US A KEY CONCERN is to ensure that the city grows in a way that is environmentally, ecologically and socio-economically sound," Håkan Thulin adds. The showpieces are the Western Harbour and Bo01, but in the rest of Malmö, too, new developments are based on principles of sustainable urban planning. In the Western Harbour developers have, for instance, been required to build energy-efficient and damp-proof housing using sound materials and to high standards of biological quality. We have had the right ideas, and although the Northern Harbour is for businesses rather than housing, the area needs to be developed based on the same parameters, as regards the energy and environmental aspects, for instance."

THE WHOLE NORTHERN HARBOUR AREA up to the Oil Port comprises some 2 million square metres. In the last ten years the area has slowly but surely been reclaimed using excavated material from the construction of the Citytunnel in Malmö, but there are still some areas of water that have remained unexploited.

"In the northwest corner of the Northern Harbour there is a bird habitat which was moved here from the Western Harbour when new housing was built there. Birds are quite clever, they tag along. Here they have a peaceful, undisturbed area in which to breed," Håkan Thulin says.



PHOTO: JOHAN RAMBERG

Victor Rosengren and his son Axel, and Jonas Michanek and his son Lowe are some of the many early risers on the boat: "We live in Dockan and have a view out over the harbour, which is an exciting area. I don't think we had understood quite how large this port project is. We noticed a big difference when Finnlines' ships moved out to the Northern Harbour. Getting a park here instead wouldn't be so bad."



PHOTO: JOHAN RAMBERG

"I was born here in 1938, with a view out across the sound. It was nice then, but it's even nicer today. A lot of things have happened in the last few years and I like to live where things are happening. It's great that the port is moving out. It will create growth, both economic and in other ways. That's really important for Malmö. If Malmö expands in that direction more people will get a chance to live here instead," Thomas Walle says pointing to the inner harbour area.

A boat trip to tomorrow's port

It is Saturday morning and Malmö is slowly coming to life. The late summer heat is agreeable, the sea lies still and the morning haze is lifting. At the former hovercraft terminal, just to the north of Malmö's central station, there's more going on than usual. On this day, September 10 th, seven fully booked boats will depart from this site heading for the port of the future – the Northern Harbour.

"I BELIEVE MALMÖ RESIDENTS who are proud of their city want to feel a part of everything that is happening. Everyone knows that the Western Harbour turned out well, and now they want to be a part of this expansion too. We see the Northern Harbour as a port for the future, which offers great opportunities for a growing labour market. The fact that the port has been built on reclaimed land taken from the building of the Citytunnel has also attracted a lot of attention," says Grethe Lindhe from the City of Malmö, who is also the City's project manager for the opening day.

JEPPE, A BOAT WHICH NORMALLY sails to the island of Ven, sets out from the quay and takes the passengers on a leisurely tour of the port area. Bengt-Olof Jansson from CMP confidently performs the role of guide, telling the passengers about the founder of the port, Frans Suell, and

about the new car hub and the 300,000 new cars that pass through here and the 10 million tonnes of freight that is handled in the port each year.

Arriving in the Northern Harbour, we get off and go on a tour by bus. The large container platform is entirely new and the crane, which comes from Ireland, cost 50 million Swedish kronor. The combi terminal offers scope for future expansion, with two 800 metre tracks. Then we pass round the ferry terminal, which has been in operation since May this year.

AFTER THE BUS TOUR we meet the next group of curious Malmöers and take the same boat back. Later on Saturday morning we step ashore, happy to have started the day with an unusual boat trip that perhaps not many people will get to experience.



PHOTO: JOHAN RAMBERG

Pernilla Lejon and Tea Gustafsson and their families are happy with their excursion to the Northern Harbour. "We were curious to see what's happening in the city. It was exciting. And its nice to get out on a boat and see the city from the water. It was bigger and with less buildings than we had imagined," they say.



PHOTO: JOHAN RAMBERG

Rolf Andersson, who lives on Ön in Malmö, says he is extremely interested in both Malmö and water. "I am most interested in Cementa's new tower, which will be 90 metres tall. I live next to Cementa's current facility in Limhamn and look forward to their move to the Northern Harbour. The tour was interesting. It seems well planned and I was impressed by the amount of goods being handled in the port."



PHOTO: JOHAN RAMBERG

"It's interesting to see what is happening in Malmö. It's a large project and you wouldn't come here otherwise. The port area is exciting. There's so many big machines and containers, like a world unto itself," says Tina, who is mother to Kajsa and Klara. "It was a bit difficult getting up, but it's all been exciting," the daughters say.



PHOTO: JOHAN RAMBERG

Ulf Herlin and Arne Andersson lean against the rail and say they have had a nice morning trip. "I suppose we'll have to thank Reepalu for the breakfast," Ulf says with a smile and peers into the bag of food he received from the representatives of the City of Malmö. "It was very nice and the logistics are impressive. I have been following the port and the construction of the bridge all the way. I suppose I'll never see such big things happening in the city again," Arne says.



PHOTO: JOHAN RAMBERG

"This is a major project, so we wanted to take the chance to come and have a look. The port area is a somewhat anonymous part of Malmö that we are looking forward to finding out more about. It's good that the port activities are being moved further out in the harbour. It seems reasonable that there should be housing and offices here instead," Mårten Olsson and Anna Mattsson say.

Strong interest in

casino on DFDS Seaways'

Oslo route out of CMP

DFDS Seaways is expanding its entertainment offering on its mini cruise between CMP and Oslo with a new casino on board the Pearl Seaways. It fits into the maritime environment, says DFDS, which sees a revenue opportunity in the casino. At the same time the ships will also be given a new colour as part of an effort to create a single DFDS brand.



FOTO: DENNIS ROSENFELDT

Pearl Seaway at the quay in Copenhagen

DFDS SEAWAYS OFFERS passengers on board the Pearl Seaways, which serves the daily route between Copenhagen and Oslo, to play in a newly opened onboard casino. Compass Casino is the first offshore casino in Danish waters and will be followed by another on board sister ship Crown Seaways in 2012.

Only half an hour after the Pearl Seaways has sailed out of Copenhagen or Oslo at 5 p.m. passengers with a taste for gambling can try their luck at the roulette wheel, a game of blackjack or one of the many slot machines.

"There's been a lot of interest but we have not started marketing it yet, so it is too early to say how things will go. The plan has always been to start out cautiously with one, then use our experience to open a second casino on the Crown, and after that to begin our marketing activities," Gert Jakobsen, Vice President DFDS Communications, says.

"Basically, we feel certain that we will be able to earn money from the casinos, which fit incredibly well into the maritime environment, and because there will already be lots of people on the ships. But the plan is not to create casino ships. We see it as an additional offering to our passengers in addition to restaurants, bars and

plenty of other onboard entertainment."

Compass Casino meets international casino standards and is run in collaboration with Bell Casino.

PEARL SEAWAYS WAS PREVIOUSLY known as Pearl of Scandinavia, and the other ship on the route, Crown of Scandinavia, will also have its name changed, to Crown Seaways. In addition to the change of names, the ships' hulls will be painted dark blue instead of the current white.

"The blue colour is part of our new branding initiative. In connection with the acquisition of Norfolk Line a year ago we decided to unify our various brands. The brand was weak, being divided among DFDS Lisco, DFDS Seaways, DFDS Tor Line, Norfolkline, DFDS Lys Line and DFDS Container Line. Lisco's ships were white. So were the passenger ships, while the cargo ships were blue and Norfolk Line's light blue."

"Everything has now been unified, so that all ships are blue, all have DFDS SEAWAYS written on the side and all will have "Seaways" as surname: Pearl Seaways, Corona Seaways and, at a later stage, Crown Seaways. Typically, the changes will take place during a scheduled docking period," Gert Jakobsen says.

Northern Harbour handles more containers per arrival

The arrival of Unifeeder's container ship Ceres at 6 a.m. on September 21 marks the actual premiere of CMP's container activities in Malmö's recently inaugurated Northern Harbour.

"We have put a lot of time into training our crane operators in using the new gantry crane, which is significantly faster than the one in the old container port, and we will be using the first few arrivals to establish a routine. Faster cranes will enable us to unload and load more containers in the time set aside by the shipping companies," Claus Ellemann-Jensen, COO Port and Terminal Operations at CMP, says.

The faster turnaround for container ships and the higher capacity available in the Northern Harbour are key competitive assets in the effort to improve productivity and thereby attract larger volumes to Malmö.

"If Unifeeder has set aside ten hours to lie in port, we can now offer to take a much greater load in the same time in Malmö than we were able to previously."

"We also have plenty of space and, while other ports in the region are suffering from congestion, we are able to offer additional capacity, which, coupled with our very competitive storage rates, will enable us to attract even more customers to Malmö, as we have in the Port of Copenhagen, where the big container lines CMA CGM and Maersk are now sailing with their own ships," Claus Ellemann-Jensen says.



Honda – an old customer returns

Since spring this year Honda cars have been arriving by ship directly to the port in Malmö. Previously they arrived to CMP on lorries via Gothenburg.

"UECC sails to Malmö each week carrying Honda cars, with an annual volume of 5,000 cars," Bart Steijaert, Busi-

ness Area Manager at CMP, says.

The cars are manufactured in Swindon in the UK and shipped out of Southampton.

"We now have all volumes for Honda for both Sweden and Denmark," Bart Steijaert says.

Honda has about 1.5 per cent of the Swedish car market.

"Our experience is that damage rates are lower when the cars arrive by ship rather than by lorry," Fredrik Tevin Ivarsson, Site Manager at AB Skandiatransport, says. "And it's also easier to handle large ship loads rather than lots of lorries."

AB Skandiatransport provides delivery service for all cars destined for Sweden. They also provide other services, such as installing engine heaters, striping and polishing.

New Environmental Director at CMP

Copenhagen Malmö Port (CMP) is strengthening its environmental profile. The company has recruited an Environmental Director, who will be responsible for ensuring that the company's operations are sustainable and developable. Her name is Anna Andersson. She has broad experience of environmental issues and took up her new post in August.

Previously environmental issues at CMP were handled as part of quality issues. The appointment of a new full-time Environmental Director will place a stronger emphasis on these activities. The Environmental Director reports directly to senior management.

"We are delighted to have recruited Anna Andersson as our new Environmental Director. She has broad experience of corporate environmental activities and will become a key individual in our ambition to build a more sustainable and developable business," Johan Röstin, CMP's CEO, says.

CMP has previously signalled that environmental issues will be accorded greater weight in the company's day-to-day operations, for instance in respect of the environmental impact of visiting ships, or in connection with loading and unloading and transports in CMP's ports. The key issues are waste management, emissions, energy con-



PHOTO: JOHAN RAMBERG

Anna Andersson is CMP's new Environmental Director

sumption and noise pollution.

Anna Andersson is 37 and holds an M.Sc. in Engineering with an environmental focus. Before joining CMP she worked as an environmental engineer at Sysav AB, a recycling firm. In her new role she will be responsible for CMP's internal environmental activities, but also in relation to customers, business partners, government agencies and certification bodies.

"At CMP I will be working on concrete environmental improvements as well as on developing the company's environmental management system. This combination feels attractive. It is also challenging to work at a company that has operations both in Sweden and Denmark," she says.

She has previous experience of permit applications, environmental legislation and governance of environmental issues, all issues of great relevance also to CMP's operations.

"Environmental issues are about the future, so it's an interesting field to work in," she says. "I also see this as competitive opportunity, where environmental and economic factors have to be brought together in a way that benefits businesses as well as society at large."

PROFILE: CHRISTER CARLSTEDT

Team Leader who understands RoRo

Christer Carlstedt is Team Leader at the RoRo department in Malmö's Northern Harbour. He is sitting in the spanking new staff building in the area along with some of his colleagues.

"IT'S A BIT LIKE A player piano," he says. "I say how things should be done over the radio and I also direct the cars that are being loaded."

Port and Terminal Operations, PTO, is staffed from 6 in the morning until 3 o'clock at night. PTO mainly unloads and loads trailers as well as some loaders and tractors. They also wave on board vehicles which roll by themselves, i.e. lorries and cars.

"Every day three ferries arrive from Travemünde, which need to be unloaded and loaded in a short space of time. Currently we also have one ship which arrives in the night."

HIS ROLE AS TEAM LEADER is something he prefers to downplay.

"I'm just a team representative. My job is to find out what the load is, receive the boats and engage in dialogue with the chief mate on how the cargo is arranged on arrival and where he wants the new cargo to be loaded."

"It's a varied job," he says, "and I'm happy to sit down behind the wheel in the tugmaster and drive from time to time. There I can get away from the radio for a while."

It can be quite stressful to be the person everyone wants to get hold of. During our interview someone calls on one of his radios and his mobile rings from time to time. He takes all calls.

"It can get quite tiring to hear your name being called for all the time," he says with a smile.

So the tugmaster feels like a bit of relaxation. That's when his second in command, Leif Gustavsson, steps in and takes over as team leader.

THE WORKING HOURS is something that Christer appreciates. His shifts are long, always between 6 a.m. and 11 p.m., which means that he gets days off in between.



PHOTO: JOHAN RAMBERG

Christer has worked at the port since 1988.

"I started in Frihamnen, but moved into RoRo already in 1990."

He has been team leader for ten years.

"I try to be relaxed in my job and I imagine that I inspire confidence," he says in answer to a question about his strengths as a leader. "But, he adds, you shouldn't be asking me that. Go and ask some of those who are sitting out there instead. He gestures towards the dining room, where some of "his guys" have settled down for a short coffee break in the new green sofa.

Christer Carlstedt, Team Leader at the RoRo department at CMP, and his team receive the Travemünde ferries in the Northern Harbour.